

Set	Items	Description
S1	7	AU=(JOFFE E? OR JOFFE, E?)
S2	3296487.	TRACK? OR TRACE? OR TRACING OR MONITOR? OR LOG? ? OR LOGGING OR AUDIT?
S3	4496892	ACTIVIT? OR VISIT?
S4	5238106	MEASUR? OR CALCULAT? OR DETERMIN? OR COMPUTE OR COMPUTES OR COMPUTING OR ESTIMAT?
S5	7544516	EFFICIEN? OR EFFECTIVE? OR PERFORMANC? OR GOAL OR RESPONS?
S6	2638544	HYPERLINK? OR URL? ? OR (WEB OR SITE? ? OR INTERNET) (2N) ADDRESS? OR HYPER()LINK? ? OR HTTP?
S7	2959323	ADVERT? OR AD OR PROMO? ? OR BANNER? ? OR ADS
S8	211151	S2(3N) (S3 OR S5)
S9	326645	S4(3N) (S3 OR S5)
S10	2739478	COMMERCIAL? ?
S11	81472	(S7 OR S10) (20N) S6
S12	145	S11(20N) S8
S13	122	S11(20N) S9
S14	260	S12 OR S13
S15	203	S14 NOT PY>2001
S16	192	S15 NOT PD=20010803:20040729
S17	131	RD (unique items)
File	9:Business & Industry(R)	Jul/1994-2004/Jul 28 (c) 2004 The Gale Group
File	15:ABI/Inform(R)	1971-2004/Jul 28 (c) 2004 ProQuest Info&Learning
File	16:Gale Group PROMT(R)	1990-2004/Jul 29 (c) 2004 The Gale Group
File	148:Gale Group Trade & Industry DB	1976-2004/Jul 29 (c) 2004 The Gale Group
File	160:Gale Group PROMT(R)	1972-1989 (c) 1999 The Gale Group

**17/3,K/1 (Item 1 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
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3201868 Supplier Number: 03201868 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**MandrakeSoft Debuts Firewall**  
**(Its new Single Network Firewall 7.2 product is open source firewall and router that protects network against intrusions and provides Internet access to all the computers on a local network)**

Linuxgram, p na  
June 11, 2001  
DOCUMENT TYPE: Newsletter (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 264

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...Linux 2.2.19 secured kernel.

Other features include support for 128-bit SSL encryption, URL /content filtering for parental guidance or banner filtering and monitoring tools to display information about network activity , system, logs , intrusion detection, DHCP and URL reports. ...

**17/3,K/2 (Item 2 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
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3013340 Supplier Number: 03013340 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Dot-coms survey**  
**(Survey results indicate that 30% of UK-based dot-coms were profitable in 1999 and more than 50% expect to be profitable in 2000, says NOP)**  
Marketing Week, p 53  
December 14, 2000  
DOCUMENT TYPE: Journal ISSN: 0141-9285 (United Kingdom)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 108

TEXT:  
...found that they are learning fast. Many are focusing increasingly on targeted campaigns with direct response measurement - direct mail and trade press - and e-marketing initiatives such as banners and hyperlinks

**17/3,K/3 (Item 3 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
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2908396 Supplier Number: 02908396 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Keekaboo ads by post**  
**(Keekaboo is new service enabling Web sites to offer users free sponsored postcards delivered through the mail)**  
New Media Age, p 9  
August 24, 2000  
DOCUMENT TYPE: Journal ISSN: 1364-7776 (United Kingdom)  
LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 179

TEXT:

...post, via a new service launched today (24 August) called Keekaboo. The cards, featuring brand **advertising**, are designed to drive traffic and spark viral activity.

As well as **advertising** messages, the cards can contain **URLs** to drive traffic and allow marketers to **track response** rates. Cards are digitally printed on demand and take four days for UK delivery or...

17/3,K/4 (Item 4 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
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2846844 Supplier Number: 02846844 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Terminal Velocity**

(Net Near U, Internet access provider, installs Internet kiosks at truck stops and other public places; National Electronic Technologies (Canada) has about 1,000 Global VideoNET kiosks in US and plans to expand network to 40,000 units within next 16 months)

AdWeek East, v XLI, n 26, p 56+

June 26, 2000

DOCUMENT TYPE: Journal ISSN: 0199-2864 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1483

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...owners can use the GVIS to accurately track all revenues per terminal, monitor all usage, **track** the **URL**'s **visited** by users and **monitor** click-through navigation.

Catalena of Net Near U says he can target **ads** to a community as well as to a location profile. "To truck stops, for instance..."

17/3,K/5 (Item 5 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
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2807623 Supplier Number: 02807623 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Digital direct**

(According to forecasts, volume of marketing e-mails will reach 200 billion by 2004)

BtoB, v 85, p 38

May 08, 2000

DOCUMENT TYPE: Journal ISSN: 1087-948X (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 704

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...their already crammed inboxes.

The mailings Circle creates for clients typically contain the marketer's **Web address**. When typed into a Web browser, the **URL** serves up a Web

page that is "prepopulated" with information the **advertiser** has already gleaned about the visitor.

Once opened, the Web site **tracks** the **visitor**'s footsteps and uses the information to send carefully targeted opt-in e-mails with...

17/3,K/6 (Item 6 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2732255 Supplier Number: 02732255 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Talisma Offers Hosted E-Mail Management -- Software Is Designed To Aid Small Companies With Customer Service And Advertising Campaigns**  
(Talisma is offering Talisma Enterprise E-mail-management tool as hosted offering; Talisma Online is designed to let smaller companies implement electronic relationship management systems quickly)

Information Week, p 171

March 06, 2000

DOCUMENT TYPE: Journal ISSN: 8750-6874 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 255

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...to efficiently respond to customer inquiries, as well as help marketing teams deploy E-mail **advertising** campaigns based on customer profiles and **track** the **response** of these efforts, according to Talisma. For example, when **URLs** are added to outbound E-mail offers, Talisma can track which customers have clicked on...

17/3,K/7 (Item 7 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2726478 Supplier Number: 02726478 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Draft Helps Put Stamp Of Approval On Campaign**  
(Stamps.com launched a new advertising campaign that includes a direct mail piece and a direct response TV spot)

DM News, v 22, n 7, p 1+

February 21, 2000

DOCUMENT TYPE: Journal ISSN: 0194-3588 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 664

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...Atlanta, Los Angeles, New York, San Francisco and Seattle, combines brand building and direct response **advertising**, according to Kristi VandenBosch, executive vice president and managing director at Draft. The use of the unique **URL** rather than its main Web address, [www.stamps.com](http://www.stamps.com), will allow Draft to specifically **track response** to the TV promotion.

"It helps us get a bead on how well TV is..."

17/3,K/8 (Item 8 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
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2701146 Supplier Number: 02701146 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Puritan.com Ditches Banners for TV**  
(Puritan.com dropped banner advertising and keyword buys in exchange for TV  
and radio campaigns as part of its marketing campaign in first quarter)  
iMarketing News, v 2, n 3, p 36  
January 24, 2000  
DOCUMENT TYPE: Journal (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 301

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...in 10 markets as well as radio spots in four markets on Jan. 10. The ads feature different Web addresses so the company can track response rates.

The test is scheduled to wrap up Feb. 10, but if the ads perform well the company may roll out the campaign earlier as the cold and flu...

17/3,K/9 (Item 9 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2685190 Supplier Number: 02685190 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Testing the Waters**  
(WorldGate Communications is testing its Channel Hyperlinking technology,  
which lets viewers use Internet Web sites via their televisions)  
Cable World, v 11, n 50, p 64+  
December 13, 1999  
DOCUMENT TYPE: Journal ISSN: 1042-7228 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1343

(USE FORMAT 7 OR 9 FOR FULLTEXT)

ABSTRACT:  
...at 800 households. According to Nielsen media Research, some 66% of the participants used channel hyperlinking for viewing advertisements and an average interactive ad session lasted 1 minute, 21 seconds. One benefit to advertisers was that they could measure responses to their ads. One of the national advertisers had a 3.8% order rate through the hyperlinks. Hyperlinking sessions lasted from 39 seconds to 8 minutes with an average of 2 minutes, 30...

TEXT:  
...in the hyperlinking test, it required only the click of a button.

One benefit of hyperlinking to advertisers is that they at least can measure response to their ads .

In addition to advertisers , about 50 programmers participated in the Massillon test.

"We saw consumers going to favorite (programming...

17/3,K/10 (Item 10 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2663236 Supplier Number: 02663236 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Realtors Need No Online Expertise**  
**(Realty.com offers real estate agents ability to publish professional Web sites with its Web-based software, AgentChoice)**  
National Mortgage News, v 24, n 12, p 30  
December 06, 1999  
DOCUMENT TYPE: Journal ISSN: 1050-3331 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 263

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...and listings viewing statistics.

ADTracker provides statistical data for evaluating the cost-effectiveness of individual **advertising** and marketing efforts. This feature enables agents to assign unique **Web addresses** to individual **advertising** and marketing efforts and **track** their **performance**.

LeadTracker provides agents with statistical data and leads information generated by website visits.

EmailDirect provides...

17/3,K/11 (Item 11 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2567098 Supplier Number: 02567098 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Company Aims to Be Electronic Sales Circular**  
**(ShoppingList.com (Sunnyvale, CA) is launched to market information about brick-and-mortar retailers to Web users; will generate revenues from advertising sponsorships)**  
iMarketing News, v 1, n 6, p 12  
August 20, 1999  
DOCUMENT TYPE: Journal (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 268

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...before Christmas to hand out mugs, T-shirts, notepads and other merchandise with a special **Web address** printed on them to **monitor** the promotion's **effectiveness**. It also plans mall road shows in conjunction with radio **advertising** during the holidays and is considering circling malls with moving billboards.

"We want to rise..."

17/3,K/12 (Item 12 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)

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2435559 Supplier Number: 02435559 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**NetGravity To Target Asian Internet Users With Ads**  
**(NetGravity (US) to launch its targeted Internet advertising service in Asia starting in 5/99)**  
Newsbytes News Network, p N/A  
April 19, 1999  
DOCUMENT TYPE: Journal ISSN: 0983-1592 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 160

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...application allows advertisements to be targeted at users depending on their geographic location, provides detailed **performance** reporting, complete ad **tracking** and, as an optional service, the ability to **track** transaction **activity** back to the originating content site or better target **ads** through information collected from user databases.

Reported By Newsbytes News Network, <http://www.newsbytes.com>  
(19990419/WIRES ASIA, ONLINE/) ...

17/3,K/13 (Item 13 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2320949 Supplier Number: 02320949 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Vendors Loading Up For Web**  
**(Several companies have announced extensions of load-balancing and Web-site monitoring tools that offer new management capabilities, including Avesta Technologies Inc's IPnetWatcher 1.2)**  
InternetWeek, p 13  
December 14, 1998  
DOCUMENT TYPE: Journal ISSN: 0746-8121 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 413

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...In another announcement, Keynote Systems last week detailed a new service that lets IT managers **measure** the **performance** impact of new content or data structures on their Web sites. The service, which is available now for \$295 per **URL** per month, helps administrators identify performance degradation from **banner advertisements**, graphics or new text structures.

A new partnership between ArrowPoint Communications Inc. and Bright Tiger  
...

17/3,K/14 (Item 14 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2290933 Supplier Number: 02290933 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**TV Now a Toll-Free Medium**  
**(Of all TV spots, almost 25% use a toll-free number as a response mechanism**

and of those, 91% use the 800 prefix)  
Direct, v 10, n 14, p 32  
October 15, 1998  
DOCUMENT TYPE: Journal ISSN: 1046-4174 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 221

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...800 prefix and 57% employ vanity numbers.

The study also found that 19% of TV commercials contain a World Wide Web address , and overall, 37% of commercials feature either a toll-free number, an Internet address or both.

Response Marketing Group monitored the major networks for five weeks, analyzing 4,654 commercials aired during 170 hours of evening news, prime-time, sports and morning programming.

Regarding the...

17/3,K/15 (Item 15 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2113205 Supplier Number: 02113205 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Advertising's New Wrap Star  
(InterAccess' new campaign will wrap a snarling wolf's face, which it used on print ads, on local retail delivery trucks as 'ambient media')  
AdWeek Midwest, v XXXIX, n 13, p 4  
March 30, 1998  
DOCUMENT TYPE: Journal ISSN: 0276-6612 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 150

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...Chock Full O' Nuts and others.

The wolf graphic has been used in InterAccess' print advertising , handled by Keith Bates Associates.

The truck ads , however, will direct curbside viewers to a special Internet address , allowing the company to track responses to Ampersand's ambient media.

--Scott Hume ...

17/3,K/16 (Item 16 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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1829681 Supplier Number: 01829681 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Intel campaign targets businesses  
(Intel to launch its Pentium II on 5/7/97, backed by an estimated \$20 mil global print and Web campaign)  
Business Marketing, v 82, n 4, p 2

May 1997

DOCUMENT TYPE: Journal ISSN: 0745-5933 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 401

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...will run Web banner ads in the company's biggest business Web campaign to date. **Banners** and print **ads** will steer customers to a new section of content for business buyers on Intel's site (<http://www.intel.com>).

In an intriguing test, Intel will use one **Web address** in print and another on **banners** to **measure** each medium's **effectiveness** in driving traffic to the site.

"The market is evolving in such a way that..."

17/3,K/17 (Item 17 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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1826485 Supplier Number: 01826485 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Intel's Pentium II gets \$20 mil intro**

**(Intel launching Pentium II microprocessor worldwide on 5/7/97 backed by \$20 mil ad campaign)**

Advertising Age, v 68, n 18, p 16

May 05, 1997

DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 483

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...site ([www.intel.com](http://www.intel.com)).

TESTING WEB RESPONSE

In an intriguing test, Intel will use one **Web address** in print **ads** and another on **banner ads** to **measure** the **effectiveness** of each medium in driving traffic to the site.

"When you talk about doing an..."

17/3,K/18 (Item 18 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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1645737 Supplier Number: 01645737 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**NetRadio Selections Featured At Retail**

**(Musicland Stores and NetRadio Network to launch Internet marketing program aimed at bringing Internet users into record stores)**

Billboard, v 108, n 43, p 62

October 26, 1996

DOCUMENT TYPE: Journal ISSN: 0006-2510 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 628

ABSTRACT:

...the cross-promotional campaign, which will run for eight weeks. Each endcap will have a **banner** that reads "as heard on NetRadio." It will also carry the NetRadio **Web address** and **logo**. Persons **visiting** the NetRadio Website will be able to print out coupons for albums by acts featured...

17/3,K/19 (Item 19 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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1561518 Supplier Number: 01561518 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Improved Security For Java Users**  
**(Finjan Software unveils new application designed to guard Java users against security violations)**  
Newsbytes News Network, p N/A  
July 31, 1996  
DOCUMENT TYPE: Journal (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 93

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...system via Web browsers and the software warns of suspicious activity or security breaches and **logs** all applet **activity**. Current Version: 1.0 Supported OS: MS Windows 95, NT, Sun Solaris Software Type: **commercial** (\$29), demo version available online World Wide Web: **http://www.finjan.com/web.html**

(19960731) ...

17/3,K/20 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02563274 268209641  
**New frontiers in cybersegmentation: Marketing success in cyberspace depends on IP address**  
Louvieris, Panos; Driver, John  
Qualitative Market Research v4n3 PP: 169 2001  
ISSN: 1352-2752 JRNL CODE: QLMR  
WORD COUNT: 6556

...TEXT: Englewood Cliffs, NJ.

Lavidge, R.J. and Steiner, G.A. (1961), "A model of predictive **measurement** of **advertising effectiveness**", Journal of Marketing, Vol. 25, October, pp. 59-62.

Macromedia Inc. (1999), **http://www.macromedia.com** Maturana, H. and Varela, F.J. (1987), The Tree of Knowledge, Shambala...

17/3,K/21 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02550506 149053211

**Webwader**

Anonymous

Corporate Communications v6n4 PP: 239-240 2001

ISSN: 1356-3289 JRNL CODE: CCMM

WORD COUNT: 627

...TEXT: links to information and events as well as training resources in relation to: Corporate Communication, Performance Measurement, Knowledge Management, Web and Intranets.

<http://www.melcrum.com/>

Incorporated Society of British Advertisers (ISBA)

Incorporated Society of British Advertisers (ISBA) - is the organisation representing the interests of British advertisers in all areas of marketing

...

**17/3,K/22 (Item 3 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02378282 126759251

**Positioning in cyberspace: Evaluating telecom Web sites using correspondence analysis**

Berthon, Pierre; Pitt, Leyland; Ewing, Michael; Ramaseshan, B; Jayaratna, Nimal

Information Resources Management Journal v14n1 PP: 13-21 Jan-Mar 2001

ISSN: 1040-1628 JRNL CODE: RMJ

WORD COUNT: 5262

...TEXT: 150.

Raisch R. (1996). Easier For A Camel To Go Through A Needle's Eye: Advertising Exposures and Clickthroughs. The Internet Company, August 6, < <http://11>

[www.Internet.com](http://www.Internet.com).

Remenyi, D. Money, A. H. and Twite, A. (1995) **Effective**

**Measurement & Management of IT Costs and Benefits.** London: Butterworth Heinemann.

Ries, Al, and Jack Trout (1982...)

**17/3,K/23 (Item 4 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

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02378225 126460601

**Web-user satisfaction: An exploratory study**

Otto, James R; Najdawi, Mohammad K; Caron, Karen M

Journal of End User Computing v12n4 PP: 3-10 Oct-Dec 2000

ISSN: 1063-2239 JRNL CODE: EUC

WORD COUNT: 5416

...TEXT: users with 63% of users stating that download takes too long. Other researchers have also addressed Web page responsiveness in their studies. Dreze and Zufryden (1997) examined download time in their research on Web advertising effectiveness. They constructed a model for measuring overall effectiveness of Web sites and found that the use of JAVAAscripts negatively impacted the number of...

17/3,K/24 (Item 5 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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02162269 72372999  
**Website-generated market-research data: Tracing the tracks left behind by visitors**  
Murphy, Jamie; Hofacker, Charles F; Bennett, Michelle  
Cornell Hotel & Restaurant Administration Quarterly v42n1 PP: 82-91 Feb  
2001  
ISSN: 0010-8804 JRNL CODE: CHR  
WORD COUNT: 6144

...TEXT: be used to test the effectiveness of opt-in e-mail,43 print, and televised advertising campaigns. Various campaigns would use a unique URL to track responses to the corresponding campaign. Marketers could track clicks

17/3,K/25 (Item 6 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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02058200 58658245  
**Sneaks and leaks sink privacy policies**  
Sarudi, Dagmara  
Hospitals & Health Networks v74n8 PP: 40-44 Aug 2000  
ISSN: 1068-8838 JRNL CODE: HPT  
WORD COUNT: 2334

...TEXT: All provide opportunities for visitors to enter personally identifiable information, including name and e-mail address . The sites also"profile"their users through technologies such as "cookies" (small text files stored on a users hard drive) and banner ads (a common form of Web advertising) to track customer online activity .

- . 19 sites have privacy policies
- . 18 sites use"cookies"to collect user information and track...

17/3,K/26 (Item 7 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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02045260 56281288  
**Terminal velocity**  
Greenberg, Karl  
Adweek v41n26 PP: 56-59 Jun 26, 2000  
ISSN: 0199-2864 JRNL CODE: AWE  
WORD COUNT: 1550

...TEXT: owners can use the GVIS to accurately track all revenues per terminal, monitor all usage, track the URLs visited by users and monitor clickthrough navigation.

Catalena of Net Near U says he can target ads to a community as well as to a location profile. "To truck stops, for instance..."

17/3,K/27 (Item 8 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02033970 54976322  
**What every auditor needs to know about e-commerce**  
Attaway, Morris C Sr  
Internal Auditor v57n3 PP: 56-60 Jun 2000  
ISSN: 0020-5745 JRNL CODE: IAU  
WORD COUNT: 2653

...TEXT: the auditor should verify that the organization leverages its e-commerce investment through sound promotional activities . The auditor should confirm that promotional efforts include, at the least, putting the organization's Web address on all promotional literature and advertising in newspapers, trade publications, and magazines. The organization should also be listed on all leading...

17/3,K/28 (Item 9 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02032554 54049923  
**Say "goodbye" to static URLs**  
Kleinheksel, Brent M  
Direct Marketing v62n12 PP: 30-32 Apr 2000  
ISSN: 0012-3188 JRNL CODE: DIM  
WORD COUNT: 1867

...ABSTRACT: com has developed a suite of Web enablement tools that remove the need for the URL , and gives marketers the ability to measure the effectiveness of print ad campaigns. The technology promises to create an entirely new channel for direct marketing and e...  
TEXT: A new tool is being launched to enable marketers to measure the effectiveness of their print ad campaigns that include URLs .

Open up a magazine and look at the ads . While you are at it, skim through your snail mail and open a few of...

17/3,K/29 (Item 10 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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02027541 54415458  
**Launch a Web site--now**  
Zarowin, Stanley  
Journal of Accountancy v189n6 PP: 22-26 Jun 2000  
ISSN: 0021-8448 JRNL CODE: JAC  
WORD COUNT: 2174

...TEXT: include links to local lawyers, bankers, certified financial planners, CPAs and the IRS.

Print your URL on everything you distribute to the public-business cards, letterhead, envelopes, brochures, advertisements and promotional materials (hats, mugs, shirts, pens). Such promotions are effective .

#### MEASURING SUCCESS

Now that you've invested all this time and money and the site is...

17/3,K/30 (Item 11 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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02014935 52838859  
**Talent wars in the executive suite: Six trends shaping recruitment**  
Barner, Robert  
Futurist v34n3 PP: 35-41 May/Jun 2000  
ISSN: 0016-3317 JRNL CODE: FUS  
WORD COUNT: 4613

...TEXT: a bonus.

Another way Cisco attracts prospective job candidates through the Internet is by purchasing advertising space on popular Web sites (selected from recommendations by Cisco employees). A special software package developed by Cisco monitors the URLs of site visitors to track their points of origin, which are frequently the visitors' current employers. Using a specially developed...

17/3,K/31 (Item 12 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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01995008 50809488  
**Talisma offers hosted e-mail management**  
Williams, Aisha M  
Informationweek n776 PP: 171 Mar 6, 2000  
ISSN: 8750-6874 JRNL CODE: IWK  
WORD COUNT: 284

...TEXT: to efficiently respond to customer inquiries, as well as help marketing teams deploy E-mail advertising campaigns based on customer profiles and track the response of these efforts, according to Talisma. For example, when URLs are added to outbound E-mail offers, Talisma can track which customers have clicked on...

17/3,K/32 (Item 13 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01888420 05-39412  
**Information professionals meet Ecommerce**  
Ojala, Marydee  
Online v23n5 PP: 82-85 Sep/Oct 1999  
ISSN: 0146-5422 JRNL CODE: ONL

WORD COUNT: 2569

...TEXT: emarketer.com/estats). Perhaps overdoing the "e" prefix, the search box is labeled eSearch. ChannelSeven ( <http://www.channelseven.com>) is an alliance of Internet company executives that, among other activities, tracks the online advertising and marketing community.

MORE ENEWS

Probably the most common use of the Internet for those...

17/3,K/33 (Item 14 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01847983 04-98974  
**Websites must learn lessons from DRTV ads**  
Johnson, Hugh  
Marketing Week v22n20 PP: 40-41 Jun 17, 1999  
ISSN: 0141-9285 JRNL CODE: MWE  
WORD COUNT: 432

...ABSTRACT: to turn up to your party; you do have to invite them. In a detailed monitoring of TV response commercials last year, Channel 4 found that 17% of ads did carry a Web address, but after 50 interviews with advertisers and agencies, it was apparent that a culture of "smallness" with regards to URLs had developed.

...TEXT: are too small and are only shown for one or two seconds.

In the detailed monitoring of TV response commercials last year, C4 found that 17 per cent of ads did carry a Web address. But the simple rules, now adopted for phone numbers, were not being applied to Web addresses.

Moreover, following 50 interviews with advertisers and agencies, it was apparent that a culture of "smallness" with regards to URLs had developed.

Yet a survey among the public using the C4 Website, showed only four...

17/3,K/34 (Item 15 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01828964 04-79955  
**Proving the value of magazine ads**  
Maurer, Rolf  
Folio: The Magazine for Magazine Management v28n7 PP: 112 Jun 1999  
ISSN: 0046-4333 JRNL CODE: FOL  
WORD COUNT: 666

...TEXT: service sections or response cards.

Several of our titles include Internet resource guides, which provide Web site addresses of advertisers appearing in that particular issue. Advertisers can track performance for that item in the month in which the issue appears. This, of course, is...

17/3,K/35 (Item 16 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01768462 04-19453  
**How to set up an agency Web site**  
Anderson, Steven  
Rough Notes v142n2 PP: 81-82 Feb 1999  
ISSN: 0035-8525 JRNL CODE: RNO  
WORD COUNT: 1253

...TEXT: through the process and would like to share some of what we learned.

InterNIC is **responsible** for keeping **track** of all of the **Web site addresses** for the .com (**commercial**), .net (network), .org (usually nonprofit organizations), and .edu (educational institutions) **Web site addresses**. To find out if the **Web address** you want to use is available, go to [www.internic.net](http://www.internic.net) and use their "WHOIS..."

17/3,K/36 (Item 17 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01767159 04-18150  
**Interactive newspapers '99**  
Anonymous  
Editor & Publisher v132n5 PP: 45-49 Jan 30, 1999  
ISSN: 0013-094X JRNL CODE: EDP  
WORD COUNT: 3034

...TEXT: Company descriptions were provided by the companies themselves.

ABC Interactive Booth 66; (800) 285-2220 <http://www.abcineteractiveaudits.com> ABC Interactive, a wholly owned subsidiary of ABC, provides both Web site activity and **advertiser**-specific **activity Audit** Reports. **Audits** are conducted for clients such as Yahoo!, Lycos, Pointcast, America Online and Morningstar.

Accrue Software...

17/3,K/37 (Item 18 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01759906 04-10897  
**Virtual diet**  
Anonymous  
Pharmaceutical Executive v19n1 PP: S7 Jan 1999  
ISSN: 0279-6570 JRNL CODE: PHX  
WORD COUNT: 263

...TEXT: may be the hidden jewel of the Meridia campaign, which the corresponding print and broadcast **ads** should feature more prominently, is the Web site. The site (<http://www.4meridia.com>) is generous with educational and interactive components. A fastacting **calculator** helps **visitors calculate** their personal body mass index (BMI). Those within a

healthy range are told "Congratulations!" and...

17/3,K/38 (Item 19 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01735911 03-86901

**Non-probability sampling for WWW surveys: A comparison of methods**  
Schillewaert, Niels; Langerak, Fred; Duhamel, Tim  
Journal of the Market Research Society v40n4 PP: 307-322 Oct 1998  
ISSN: 0025-3618 JRNL CODE: JRS  
WORD COUNT: 5432

...TEXT: days on each site, generating an overall number of visitors of 7,500. Hence, the **estimated response** for the **hyperlink** recruitment method is 0.68% (51/7,500). Considering that click through rates for graphic **banner ads** are often reported as being between 1% and 4% (Tweney 1998; Novak & Hoffman 1996), the...

17/3,K/39 (Item 20 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01651908 03-02898

**Security tools can track both intrusions and scans on your network**  
Wonnacott, Laura  
InfoWorld v20n20 PP: 50 May 18, 1998  
ISSN: 0199-6649 JRNL CODE: IFW  
WORD COUNT: 568

...TEXT: a few recommendations. First, check out Asmodeus' Security Scanner, which was recently acquired by WebTrends (<http://www.webtrends.com/wss>). The product will eventually be named WebTrends Security Scanner. It will remain shareware until a full **commercial** product is made available, so now may be a great time to try it out. Asmodeus will **monitor port activity** and may uncover some basic vulnerabilities.

In order to know when different ports are being...

17/3,K/40 (Item 21 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01645829 02-96818

**New media choice: Snickers**  
McCulloch, Alan  
Marketing PP: 8 May 28, 1998  
ISSN: 0025-3650 JRNL CODE: MAR  
WORD COUNT: 365

...TEXT: was left wondering how this may be realised in an online environment.

More reassuringly, the **site address** does feature on the **ads**, and the Tesco/Snickers World Cup promotion links **banners** with a page on the Tesco Direct site. But it is difficult to see how all this Web **activity** will be

**measured in terms of effectiveness .**

The biggest problem with such a proliferation of brands exploiting football is that it will...

**17/3,K/41 (Item 22 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01415644 00066631  
**'Eyeball' the validity of Internet ad measures**  
Mosley-Matchett, J D  
Marketing News v31n10 PP: 28-29 May 12, 1997  
ISSN: 0025-3790 JRNL CODE: MNW  
WORD COUNT: 1033

...TEXT: task simpler for the people who maintain Web sites, because the software handles report generation, **ad rotation, and visitor tracking**

You also may want to consider joining the Internet **Advertising Bureau** (<http://www.edelman.com/IAB/>). This organization's membership roster includes such marketing and **advertising** luminaries as Simmons Market Research Bureau, BBDO, Forrester Research, and Edelman Public Relations. Even if...

**17/3,K/42 (Item 23 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01367447 00-18434  
**Cooperative plan critical illness prospecting**  
King, Carole  
National Underwriter (Life/Health/Financial Services) v101n5 PP: 23 Feb 3, 1997  
ISSN: 0893-8202 JRNL CODE: NUD  
WORD COUNT: 384

...TEXT: generated in a designated zip code area.

Called "PremierOne," the service combines national and regional **advertising**, direct mail campaigns and a critical illness website (<http://www.critical-illness.com>) with a tollfree **response tracking** system.

" **Responses** are pre-sold to participating agents who pay\$100 per month per zip code for...

**17/3,K/43 (Item 24 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01338207 99-87603  
**Site promotions get creative, or get ignored**  
Krol, Carol  
Advertising Age v67n45 PP: S26, S32 Nov 4, 1996  
ISSN: 0001-8899 JRNL CODE: ADA

...ABSTRACT: site in on-air programming or editorial content. Nowadays, it is not unusual to see URLs on everything from magazine covers to billboards to TV shows. Unless ads and promotions are specifically targeted, it can be very difficult to measure effectiveness of cross-media promotions.

17/3,K/44 (Item 25 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01317687 99-67083

**Library**

Hales, Ken

Chartered Accountants Journal of New Zealand v75n9 PP: 85 Oct 1996  
ISSN: 1172-9929 JRNLD CODE: ANZ

...ABSTRACT: New Zealand Library is presented. The list includes some new titles on business planning, directors' responsibilities and auditing. The Library database is accessible on the Internet through a commercial service called the Knowledge Basket (<http://www.knowledge-basket.co.nz>).

17/3,K/45 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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08559488 Supplier Number: 73824466 (USE FORMAT 7 FOR FULLTEXT)

Architects: Your Number's Up -- Performance monitors give a view of Web sites from outside the e-business's domain. (Product Information)

Hayes, Garret Michael

InternetWeek, p39

April 30, 2001

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 2007

... minutes. GPN also has an "instant test" similar to Keynote's "diagnostic" test that enables ad hoc testing of any given URL.

Perspective

Keynote may well be the "old man" of this sector, having been in site performance monitoring since 1995. Its Perspective service doesn't appear to come bundled with a plethora of...

17/3,K/46 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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08450283 Supplier Number: 72007873 (USE FORMAT 7 FOR FULLTEXT)

PR Newswire Photo Advisory, Wednesday, March 22, 2001 6 p.m. EDT.

PR Newswire, pNA

March 22, 2001

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 873

... 1500. (PRNewsFoto) <http://www.newscom.com/cgi-bin/prnh/20010321/CHW015> 03/22/2001

MCLAREN PERFORMANCE TECHNOLOGIES LOGO - McLaren Performance

Technologies. (PRNewsFoto) <http://www.newscom.com/cgi-bin/prnh/20010321/MCLNLOGO> 03/22/2001  
PARTYBANNERS.COM PERSONALIZES **BANNERS** - Creative Director Steve Hirons and Marketing Director Tim Hirons display one of over 500 banner...

17/3,K/47 (Item 3 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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08399461 Supplier Number: 71314847 (USE FORMAT 7 FOR FULLTEXT)  
**WebSideStory Rolls Out Red Carpet for Web Sites Expecting Big Oscar(R)**  
Crowds.

PR Newswire, p0779  
March 7, 2001  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 728

... the behavior of all of their visitors, no matter how large the volume."  
HitBox Enterprise **measures** the **effectiveness** of:  
-- **Advertising** -- With detailed intelligence on referring URLs  
and top paths through the site, companies **advertising** on Oscar sites can  
accurately assess the number of visitors that come to their site...

17/3,K/48 (Item 4 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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08299271 Supplier Number: 67047480 (USE FORMAT 7 FOR FULLTEXT)  
**PR Newswire Photo Advisory.**  
PR Newswire, pNA  
April 14, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 854

... Farese, Babcock, Inc.  
<http://www.newscom.com/cgi-bin/prnh/20000413/LLKFBLOGO>  
04/13/00  
**EFFICIENT MARKET SERVICES LOGO** - Efficient Market Services,  
Inc., logo .  
<http://www.newscom.com/cgi-bin/prnh/20000413/EMSLOGO>  
04/13/00  
WARRANTYNOW LAND/SEA VESSEL **ADVERTISING** VEHICLE - San Francisco's  
First  
Licensed Land/Sea Vessel to Serve as Unique Advertising Vehicle...

17/3,K/49 (Item 5 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

08254983 Supplier Number: 69551949 (USE FORMAT 7 FOR FULLTEXT)  
**NOP survey.**  
Marketing Week, v23, n45, p53  
Dec 14, 2000

Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 121

... found that they are learning fast. Many are focusing increasingly on targeted campaigns with direct **response measurement** -- direct mail and trade press -- and e-marketing initiatives such as **banners** and **hyperlinks**.

But NOP warns that UK dot-coms' marketing spend "may be unsustainable in the medium..."

17/3,K/50 (Item 6 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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08132232 Supplier Number: 67717597 (USE FORMAT 7 FOR FULLTEXT)  
**Dotcoms view future with faith. (Industry Trend or Event)**

Smith, Gordon  
New Media Age, p57  
Nov 23, 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 433

... contrary, dotcoms are learning fast. Marketing strategies will increasingly rely on targeted campaigns with direct **response measurement** and e-marketing initiatives, generally **banners** and **hyperlinks**.

Increasingly dotcoms will focus on service and brand development, maximising existing customer value rather than...

17/3,K/51 (Item 7 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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08084272 Supplier Number: 67453866 (USE FORMAT 7 FOR FULLTEXT)  
**American Express Launches Award-Winning Video on the Web; Real Tal(k) Addresses Retirement and 401(k) Questions.**

PR Newswire, pNA  
Nov 15, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 580

... film and video productions. The Aurora Awards also were created to recognize video productions and **commercials** in a variety of categories that have not appeared on a national network broadcast channel.

Visitors to <http://www.americanexpress.com/retirement> also have access to a range of retirement planning tools, including ones to **calculate** a retirement **goal**, inflation, tax savings and the cost of waiting to join a 401(k). Other tools...

17/3,K/52 (Item 8 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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07992210 Supplier Number: 62751277 (USE FORMAT 7 FOR FULLTEXT)  
**CHANNEL SURFING; For Online Promotions, It's Time to Grow Up. (Brief**

**Article)**  
Promo, pNA  
May, 2000  
Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Magazine/Journal; Trade  
Word Count: 673

... Web sites are being used more often to check promotional codes on packaged goods products. URLs from print ads are used to track effectiveness . And key-punching BRCs, once an expensive part of the direct-mail world, is on...

**17/3,K/53 (Item 9 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07918842 Supplier Number: 66182141 (USE FORMAT 7 FOR FULLTEXT)  
**SafeWeb Returns Privacy on the Internet to the People.**  
PR Newswire, pNA  
Oct 18, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 754

... yet to satisfactorily disclose its full uses of Carnivore, their Internet monitoring device. Web sites, advertisers and corporations constantly monitor individual activity on the Internet. And still the solutions for individual privacy on the Internet do not address what people desire: something that's simple, free and completely private and secure.

SafeWeb, the...

**17/3,K/54 (Item 10 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07810237 Supplier Number: 65251198 (USE FORMAT 7 FOR FULLTEXT)  
**Analytical Software, Inc. (CDNX:AYL) is a Hit with theDial.**  
PR Newswire, pNA  
Sept 14, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 415

... interactive audio ads that can be targeted and tailored to specific listener audiences and then tracked for response .

Through its own player, theDial, provides listeners and partners choices in entertainment, music programming, audio advertisements with hyperlinks to the advertiser and a compelling style of branded audio content that is unmatched on the Internet today...

**17/3,K/55 (Item 11 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07753716 Supplier Number: 64786762 (USE FORMAT 7 FOR FULLTEXT)

**Moors & Cabot Initiates Coverage of Accrue Software With a Buy Rating And a \$30 Price Target.**

PR Newswire, pNA

August 29, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 3768

... importantly understand their customers' behavior. Utilizing Accrue's network based collection technology, merchandisers can better track their customers/ visitors entry point ( URL or ad campaign link), their navigation through the web site (which products/news links are generating the most requests). Accrue also tracks customers/ visitors exit point(s), and exit reason (e.g. slow download speeds, unavailable information.)

Merchandisers can...

**17/3,K/56 (Item 12 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)

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07696101 Supplier Number: 64074668 (USE FORMAT 7 FOR FULLTEXT)

**ADVISORY/MindArrow Systems to Participate in Panel Discussion on "Choosing The Right Rich Media Solutions to Optimize Ad Campaigns" at Rich Media Advertising Forum in San Francisco.**

Business Wire, p2358

August 11, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 228

... Beyond a powerful creative, the right rich media solution will give you the ability to measure the performance of your creative as well as the performance of your campaign. (For information on the Rich Media Advertising Forum, visit <http://www.iir-ny.com/conference.cfm?EventID=m1187&.>)

WHEN: Monday, Aug. 21, 2000 9:45...

**17/3,K/57 (Item 13 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)

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07572240 Supplier Number: 63498321 (USE FORMAT 7 FOR FULLTEXT)

**DoubleClick's Sonar Network Signs 300 New Sites and Adds 193 Advertisers; Sonar launches two new products for prospecting and targeting online customers.**

Business Wire, p2639

July 17, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 726

... direct marketing tools allow clients to launch targeted, permission-based email campaigns to entrants and track the response rates. Visit the Sonar Sweepstakes web site to learn more: <http://sweepstakes.doubleclick.net.>

Sonar Intelligent Targeting InMarket Segments  
The Sonar Network will now offer **advertisers** the ability to  
anonymously target consumers who have searched for information on a product  
or...

17/3,K/58 (Item 14 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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07485791 Supplier Number: 62867631 (USE FORMAT 7 FOR FULLTEXT)  
**ImaginOn To Showcase Instant Interactive Internet 'Television Station in a  
Box' At PC EXPO 2000!**  
Business Wire, p2177  
June 22, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 917

... the Web into the television spot, involving the viewer in making a choice, while the **commercial** is playing, that directly connects them to specific **Web addresses**. Product marketers will be able to **measure** the **effectiveness** of their television **advertising** in real time because they will be able to see instantaneously how many people click...

17/3,K/59 (Item 15 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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07417513 Supplier Number: 62058481 (USE FORMAT 7 FOR FULLTEXT)  
**Digital direct ;e-mail marketing grows as a means to targeted  
branding. (Brief Article) (Statistical Data Included)**  
London, Daniel  
B to B, v85, p38  
May 8, 2000  
Language: English Record Type: Fulltext  
Article Type: Brief Article; Statistical Data Included  
Document Type: Magazine/Journal  
Word Count: 722

... their already crammed inboxes.  
The mailings Circle creates for clients typically contain the marketer's **Web address**. When typed into a Web browser, the **URL** serves up a Web page that is "prepopulated" with information the **advertiser** has already gleaned about the visitor.

Once opened, the Web site **tracks** the **visitor**'s footsteps and uses the information to send carefully targeted opt-in e-mails with...

17/3,K/60 (Item 16 from file: 16)  
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07411495 Supplier Number: 62416653 (USE FORMAT 7 FOR FULLTEXT)  
**dotPhoto, Inc. and Amazingmoms.com Announce Strategic Marketing Alliance;  
Relationship Expected to Increase Web Site Traffic and Utilization of  
"Talking Pictures" Technology.**  
Business Wire, p1352  
May 30, 2000

Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 379

... anticipates a significant increase in its web site traffic, based on Amazingmoms.com current site **visitation measurements** which exceed 20,000 hits per month. dotPhoto will have a **banner ad** and integrated hypertext on the Amazingmoms.com home page, which will **hyperlink** to the dotPhoto.com web site where Amazingmoms.com members can conveniently order top quality...

17/3,K/61 (Item 17 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07321004 Supplier Number: 62025524 (USE FORMAT 7 FOR FULLTEXT)  
**Keeping Your Private Information Private. (Industry Trend or Event)**  
Glass, Brett  
PC Magazine, p118  
June 6, 2000

Language: English Record Type: Fulltext Abstract  
Document Type: Magazine/Journal; General Trade  
Word Count: 3730

... by dozens of characteristics, including geographic region, language, and business."

By reading individual users' IP ( Internet Protocol) **addresses**, DoubleClick's dart program anonymously delivers targeted **advertising** to consumers and then provides comprehensive campaign reports to **monitor** the **effectiveness** of the ads. For example, dart allowed IBM's corporate recruiters to reach college students...

17/3,K/62 (Item 18 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07292818 Supplier Number: 61857159 (USE FORMAT 7 FOR FULLTEXT)  
**Ion Implant Services Signs Sipex to Chip Industry's First 'Insourcing' Deal for Process Technology; IIS to Operate Multiple Implanters Inside Sipex' New California Fab.**

Business Wire, p0531  
May 2, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 663

... maximize fab utilization in the implant area. All IIS sites will be electronically connected to **monitor site efficiencies** and **address** logistical, productivity, scheduling, SPC, yield, maintenance and **commercial** issues. Having centralized resources at IIS' own fab sites is an essential part of providing...

17/3,K/63 (Item 19 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07282899 Supplier Number: 61800628 (USE FORMAT 7 FOR FULLTEXT)

**Netwhistle.com and Adfluence, Inc. Launch Revolutionary 'Cost Per Acquisition' Banner Advertisement Campaign Interactive 'Micropage Ads' Redefine Banner Advertising Functionality.**

PR Newswire, pNA

April 10, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 444

Netwhistle.com (<http://www.netwhistle.com>), the leading Managed Service Provider (MSP) for web device **monitoring** and **performance** trending, along with Adfluence (<http://www.adfluence.com>), an emerging leader in next generation interactive **advertising**, announced today the launch of an industry first "cost per acquisition" banner advertisement.

This revolutionary...

**17/3,K/64 (Item 20 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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07111531 Supplier Number: 60035672 (USE FORMAT 7 FOR FULLTEXT)

**Talisma Offers Hosted E-Mail Management -- Software Is Designed To Aid Small Companies With Customer Service And Advertising Campaigns. (Company Business and Marketing)**

Williams, Aisha M.

InformationWeek, p171

March 6, 2000

Language: English Record Type: Fulltext

Document Type: Tabloid; General Trade

Word Count: 259

... to efficiently respond to customer inquiries, as well as help marketing teams deploy E-mail **advertising** campaigns based on customer profiles and **track** the **response** of these efforts, according to Talisma. For example, when **URLs** are added to outbound E-mail offers, Talisma can track which customers have clicked on...

**17/3,K/65 (Item 21 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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07081746 Supplier Number: 59695048 (USE FORMAT 7 FOR FULLTEXT)

**Growing Number of Pharmaceutical Companies Turn To Internet As Targeted Advertising Channel During Q4, '99.**

Business Wire, p0027

March 2, 2000

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 986

... Internet. Just What The Doctor Ordered," includes a graphical look at many of the actual **ad banners** cited within and can be viewed at <http://www.adrelevance.com/pharmaceutical>

Following are some of the key findings revealed in the report that **tracked** online **activity** during the period beginning October 1 and ending December 31, 1999:

-- the number of visitors...

**17/3,K/66 (Item 22 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06931282 Supplier Number: 58551479 (USE FORMAT 7 FOR FULLTEXT)  
**Imaginon to Debut Instant Internet Television Station in a Box At NAB Show.**  
Business Wire, p1081  
Jan 13, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 937

... the Web into the television spot, involving the viewer in making a choice, while the **commercial** is playing, that directly connects them to specific **Web addresses**. Product marketers will be able to **measure** the **effectiveness** of their television **advertising** in real time because they will be able to see instantaneously how many people click...

**17/3,K/67 (Item 23 from file: 16)**  
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06919894 Supplier Number: 58411075 (USE FORMAT 7 FOR FULLTEXT)  
**TESTING the Waters. (Worldgate's Massillon Cable Television test/internet-connected TV)**  
HARDESTY, LINDA  
Cable World, v11, n50, p64  
Dec 13, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 2048

... in the hyperlinking test, it required only the click of a button. One benefit of **hyperlinking** to **advertisers** is that they at least can **measure response** to their ads.  
In addition to **advertisers**, about 50 programmers participated in the Massillon test. "We saw consumers going to favorite (programming...)

**17/3,K/68 (Item 24 from file: 16)**  
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06837348 Supplier Number: 57292806 (USE FORMAT 7 FOR FULLTEXT)  
**MEDIA-SAVVY MAN.**  
Rigby, Rhymers  
Campaign, p33  
Oct 15, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1002

... campaign. As these sites often shared visitors, it achieved repeat reinforcement as browsers saw the **ad** on site after site. Internet **advertising** also works well when it is combined with other forms -- **web addresses** are easy to remember, they can be posted anywhere and they provide a way of **measuring effectiveness**.

Increasingly, it is this combined approach that is the way forward.

Advertising used to be...

17/3,K/69 (Item 25 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06715251 Supplier Number: 56203220 (USE FORMAT 7 FOR FULLTEXT)  
**DCR Downgrades Three Classes of Merrill Lynch Mortgage Investors, Inc.,**  
**Commercial Mortgage Pass-Through Certificates, Series 1998-C1-CTL.**

PR Newswire, p4008  
Oct 11, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 842

... the real estate value of the loan and trashed it appropriately.  
DCR will continue to monitor the transaction's performance . Other  
specific deal information can be found on DCR's Web site at <http://www.dcrc.com> under Commercial Mortgage.

17/3,K/70 (Item 26 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06681082 Supplier Number: 55911472 (USE FORMAT 7 FOR FULLTEXT)  
**A measure of success.**  
Clawson, Trevor  
Campaign, pS13  
Sept 10, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1638

... web users. Products such as net. Genesis, Andromedia's Personal  
Aria, RedEye's NetOutcome and Hyperlink 's MediaTracker monitor the  
activity of visitors to your site from the moment they click on a  
banner ad to the instant they leave. All well and good. No one doubts  
the ability of...

17/3,K/71 (Item 27 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

06568251 Supplier Number: 55467591 (USE FORMAT 7 FOR FULLTEXT)  
**Solbright Launches Ad Traffic Manager to Meet Needs of Online Advertising**  
**Traffic and Production Managers.**  
Business Wire, p1124  
August 17, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 511

... media code using site-specific filters to prevent internal source  
discrepancies before inserting the redirect URL used to track ad  
performance . AdTraffic Manager also checks incoming creatives for Java or  
JavaScript, along with other site-specific...

17/3,K/72 (Item 28 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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06425626 Supplier Number: 54945977 (USE FORMAT 7 FOR FULLTEXT)  
**Making the profit connection--CommerceTrends helps companies assess online marketing profitability. (WebTrends' CommerceTrends 1.0) (Software Review) (Evaluation)**

Heck, Mike  
InfoWorld, p67

June 21, 1999

Language: English Record Type: Fulltext Abstract

Article Type: Evaluation

Document Type: Magazine/Journal; Trade

Word Count: 929

... with minimal training, which reduces IT involvement. Also, the software can be critically useful when **determining** the cost-effectiveness of the Web site itself.

Pros

+ Tracks URLs dynamically created with Active Server Pages or ColdFusion + Product reports indicate traffic origins and forecasted revenue value + Ad reports calculate return on investment and revenue for online marketing campaigns

Cons

- None significant

Cost...

17/3,K/73 (Item 29 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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06419304 Supplier Number: 54919892 (USE FORMAT 7 FOR FULLTEXT)  
**Websites must learn lessons from DRTV ads; Many companies now include a Website address on their ads. But as the first DRTV advertisers found out, size of text and length of display are critical, says Hugh Johnson.**

Marketing Week, p40(1)

June 17, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 401

... are too small and are only shown for one or two seconds.

In the detailed monitoring of TV response commercials last year, C4 found that 17 per cent of ads did carry a Web address. But the simple rules, now adopted for phone numbers, were not being applied to Web addresses.

Moreover, following 50 interviews with advertisers and agencies, it was apparent that a culture of "smallness" with regards to URLs had developed.

Yet a survey among the public using the C4 Website, showed only four

...

17/3,K/74 (Item 30 from file: 16)  
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(c) 2004 The Gale Group. All rts. reserv.

06386227 Supplier Number: 54790481 (USE FORMAT 7 FOR FULLTEXT)

**THE MEDIA MAZE.**

Lockwood, Lisa

WWD, p6B

May 28, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 2623

... fashion shows, sweepstakes and small wardrobing events. "We look for events that connect the national advertising message with point of sale."

One way Claiborne measures an ad's effectiveness is by running 800 numbers and its web site address on all its ads, said Shapiro. "The [Liz Claiborne] web site has become a major component of our ad program. It gets 129,000 visits a month," said Shapiro.

The web is enticing to...

**17/3,K/75 (Item 31 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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06285588 Supplier Number: 54436136 (USE FORMAT 7 FOR FULLTEXT)

**NetGravity To Target Asian Internet Users With Ads 04/19/99.**

Newsbytes, pNA

April 20, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; General Trade

Word Count: 164

(USE FORMAT 7 FOR FULLTEXT)

**TEXT:**

...application allows advertisements to be targeted at users depending on their geographic location, provides detailed performance reporting, complete ad tracking and, as an optional service, the ability to track transaction activity back to the originating content site or better target ads through information collected from user databases. Reported By Newsbytes News Network, <http://www.newsbytes.com> (19990419/WIRES ASIA, ONLINE/)

**17/3,K/76 (Item 32 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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06157784 Supplier Number: 53964107 (USE FORMAT 7 FOR FULLTEXT)

**Borders.com Honors Women's History Month with Special Feature Section, Quotation Contest, Toni Morrison Interview.**

PR Newswire, p8897

Feb 26, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 545

... Beacon Press, as part of the Women's History Quotation Quiz and Contest, located at <http://www.borders.com/promo/beacon>. To enter, visitors simply log on and match the 20 listed quotations with the accomplished women who stated them, a...

**17/3,K/77 (Item 33 from file: 16)**  
DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

06059278 Supplier Number: 55349572 (USE FORMAT 7 FOR FULLTEXT)  
**A Little Cache Goes a Long Way. (Technology Information) (Tutorial)**  
Keppeler, Phil  
Network, pNA  
Dec 1, 1998  
Language: English Record Type: Fulltext Abstract  
Article Type: Tutorial  
Document Type: Magazine/Journal; Trade  
Word Count: 3162

... to reliably measure traffic on their sites. In cases where commercial sites rely on accurate **visitor logs** to calculate **advertising** revenue, this concern is significant. One way to overcome this problem is to set the **HTTP Expires** header to zero.

**17/3,K/78 (Item 34 from file: 16)**  
DIALOG(R) File 16:Gale Group PROMT(R)  
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06002821 Supplier Number: 53390878 (USE FORMAT 7 FOR FULLTEXT)  
**Vendors loading up for Web. (new Web site management products and services) (Product Announcement)**  
Wilson, Tim  
InternetWeek, p13(1)  
Dec 14, 1998  
Language: English Record Type: Fulltext  
Article Type: Product Announcement  
Document Type: Newsletter; Trade  
Word Count: 421

... In another announcement, Keynote Systems last week detailed a new service that lets IT managers **measure** the **performance** impact of new content or data structures on their Web sites. The service, which is available now for \$295 per **URL** per month, helps administrators identify performance degradation from **banner advertisements**, graphics or new text structures.

A new partnership between ArrowPoint Communications Inc. and Bright Tiger...

**17/3,K/79 (Item 35 from file: 16)**  
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05924909 Supplier Number: 53162170 (USE FORMAT 7 FOR FULLTEXT)  
**Consumer Rx Drug Ad Spending Up 25% for Second Quarter.**  
Business Wire, p1123  
Nov 3, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 814

... of PMSI/Scott-Levin Inc., provides consulting and communications services to pharmaceutical companies worldwide, including **audits** of

pharmaceutical promotion. Visit Scott-Levin on the World Wide Web at  
<http://www.scottlevin.com>.

(a) Information provided by Competitive Media Reporting and based on prescription drug advertising only.

17/3,K/80 (Item 36 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

05912844 Supplier Number: 53137963 (USE FORMAT 7 FOR FULLTEXT)  
**The Weather Channel and WorldGate Communications Announce First Successful Test of Interactive TV Advertising.**

Business Wire, p1160  
Oct 28, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 662

... operators, TV networks and related technology companies. The purpose of this study will be to determine consumer acceptance, ad effectiveness and overall impact of Channel HyperLinking on television viewing.

About WorldGate Communications  
WorldGate Communications Inc. provides cable subscribers with a fast

...

17/3,K/81 (Item 37 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

05876786 Supplier Number: 53053927 (USE FORMAT 7 FOR FULLTEXT)  
**Fall Internet World 98 Exhibitor Profiles, M-Z; Conference and Exposition to be held Oct. 5 through 9.**  
Business Wire, p0223  
Oct 5, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 4896

... offers everything from strategic consulting to ad and e-mail serving to near real-time performance tracking. Using a sophisticated, distributed network architecture and TrueCount (SM) technology, MatchLogic provides the most comprehensive centralized ad management services available.

Company: Mediatrix, Inc.  
Booth No.: 1603  
Contact: Danielle Camarda/ 512-236-0780/ [dcamarda@mediatrix.com](mailto:dcamarda@mediatrix.com)  
WWW: <http://www.mediatrix.com>  
Mediatrix, Inc. is in the business of developing software that allows professionals...

17/3,K/82 (Item 38 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

05864538 Supplier Number: 53017208 (USE FORMAT 7 FOR FULLTEXT)  
**Compaq Expands Award-Winning Corporate Value Monitor Line To Reach New**

**Customer Base.**  
Business Wire, p1110  
Sept 21, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1544

... on purchasing the V900, V1000 and S900 monitors as well as previously announced award-winning **commercial monitors** from Compaq, please **visit** the DirectPlus(tm) Web site at <http://www.directplus.compaq.com/productlines.cfm>. Service and Support Compaq backs the new V900, V1000...

**17/3,K/83 (Item 39 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

05691783 Supplier Number: 55363408 (USE FORMAT 7 FOR FULLTEXT)  
**ADVERTISING'S NEW WRAP STAR.**  
Hume, Scott  
ADWEEK Midwest Edition, v39, n13, p4  
March 30, 1998  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 149

... Chock Full O' Nuts and others. The wolf graphic has been used in InterAccess' print **advertising**, handled by Keith Bates Associates. The truck **ads**, however, will direct curbside viewers to a special **Internet address**, allowing the company to **track responses** to Ampersand's ambient media.

**17/3,K/84 (Item 40 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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05690634 Supplier Number: 54376728 (USE FORMAT 7 FOR FULLTEXT)  
**Using reach/frequency for Web media planning. (includes appendix) (advertising media planning)**  
Leckenby, John D.; Hong, Jongpil  
Journal of Advertising Research, v38, n1, p7(1)  
Jan-Feb, 1998  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Professional  
Word Count: 7875

... publication interval," therefore, is considered to be one week. This is consistent with the direction **banner ads** seem to be going in the industry. For example, David Henderson of DoubleClick ( URL : <http://www.doubleclick.net>) now **estimates** that **response** rates to **banner ads** drop by one-half from the second to third time someone sees the ad (Marx...

**17/3,K/85 (Item 41 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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05685358 Supplier Number: 53197682 (USE FORMAT 7 FOR FULLTEXT)

**Is Internet Advertising Ready for Prime Time?**

Fred, Xavier; Zufryden Dreze

Journal of Advertising Research, pNA

May 1, 1998

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Professional

Word Count: 6992

... distinct addresses that access a given page are used to compute the Reach of a **banner ad** on the Web. Unfortunately, because of the nonuniqueness of IP **address** assignment to **Web** users that has been described above, the resulting Reach figures are severely biased.

Likewise, the development of **effectiveness measures**, such as Frequency, requires that the complete exposure patterns to banner ads of unique individuals...

**17/3,K/86 (Item 42 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)

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05624149 Supplier Number: 50048930 (USE FORMAT 7 FOR FULLTEXT)

**AIM Smart Tuesday Announces Outsourcing Contract Offering Free Internet Access for Up to 25 Million Households.**

Business Wire, p6021078

June 2, 1998

Language: English Record Type: Fulltext

Article Type: Article

Document Type: Newswire; Trade

Word Count: 815

... as many as 550 major malls around the country. See the national network diagram at <http://www.aim-smart.com/Nationa41/sld001.htm>.

Revolutionary new marketing concept

For the first time in history, **advertisers** can **measure** the true cost- **effectiveness** of cooperative and coupon advertising, by individual mall within a national network, using the AIM...

**17/3,K/87 (Item 43 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)

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05621609 Supplier Number: 50045284 (USE FORMAT 7 FOR FULLTEXT)

**Invest Holdings Group, Inc. Announces Additional Product to its Hair Loss Line on Internet**

PR Newswire, p528ATTH016

May 28, 1998

Language: English Record Type: Fulltext

Article Type: Article

Document Type: Newswire; Trade

Word Count: 421

... Inc. recently announced the marketing of a non-prescriptive impotence product, Maximus, over the Internet: <http://www.potentman.com>.

As with the impotence product, affiliates will be invited to post **banner advertisements** on their websites and earn commissions. Invest's websites are able to **trace** which website a **visitor** is from and pay a commission to the appropriate affiliate. The company intends to have...

17/3,K/88 (Item 44 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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05603190 Supplier Number: 48479207 (USE FORMAT 7 FOR FULLTEXT)

**ElectricVillage To Use DoubleClick's DART to Manage Ads Throughout Its  
Radio-VillageNet Network; National Network of Radio Sites Will Also  
Participate in DoubleClick Direct.**

Business Wire, p5120113

May 12, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 551

... users, allows advertisers to control reach and ad exposure, and provides comprehensive online reporting for monitoring the effectiveness of a campaign. DART is constantly updated and enhanced from the feedback of the thousands of sites and advertisers that DoubleClick works with every day.

About DoubleClick, Inc.

DoubleClick, Inc. (<http://www.doubleclick.net>) is a leading provider of comprehensive Internet advertising solutions for advertisers and Web publishers. The Company's technology and media expertise enable it to dynamically deliver highly targeted, measurable and cost-effective Internet advertising for advertisers and to increase ad sales and improve ad space inventory management...

17/3,K/89 (Item 45 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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05595177 Supplier Number: 48468534 (USE FORMAT 7 FOR FULLTEXT)

**AbirNet's SessionWall-3(TM) Signs with Planet Technologies Inc. OPSEC  
Certified Software to Enhance U.S. Government Security**

PR Newswire, p0505CGTU072

May 5, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 495

... call 800-245-1688, e-mail: [info@abirnet.com](mailto:info@abirnet.com), or visit AbirNet's web site: <http://www.abirnet.com>.

About Planet Technologies, Inc.

Planet Technologies, Inc. supports federal and commercial clients with custom information solutions, providing consulting, design and systems integration services. Planet's team of certified security auditors effectively addresses security policy planning, audit readiness programs, vulnerability assessment and perimeter IT defense analysis, and...

17/3,K/90 (Item 46 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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05524905 Supplier Number: 48373913 (USE FORMAT 7 FOR FULLTEXT)

**AdSpider Network Revolutionizes Online Advertising; AdSpider Network Now  
Available to Advertisers**

PR Newswire, p0323LAM058

March 23, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 404

... company in Orem, Utah. It was originally founded in 1996 to develop technological means to **track** and enhance the **effectiveness** of computer network based **advertising** solutions. For more information, please visit the AdSpider web site at <http://www.adspider.com>.

AdSpider and AdSpider Network are trademarks of AdSpider Corporation.

SOURCE AdSpider, Inc...

**17/3,K/91 (Item 47 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)

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05509100 Supplier Number: 48347374 (USE FORMAT 7 FOR FULLTEXT)

**Gillette Announces Online Soccer Resource for Soccer Enthusiasts Around the Globe.**

Business Wire, p3100250

March 10, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 719

... Digital Equipment Corporation, recognized for product and service excellence, is a leading supplier of high- **performance** Web-based **computing** solutions, which help enterprises compete in the global marketplace.

DoubleClick, Inc. (<http://www.doubleclick.net>) is a leading provider of comprehensive Internet **advertising** solutions for **advertisers** and Web publishers. The Company's technology and media expertise enable it to dynamically deliver highly targeted, **measurable** and cost- **effective** Internet advertising for advertisers and to increase ad sales and improve ad space inventory management...

**17/3,K/92 (Item 48 from file: 16)**

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05500006 Supplier Number: 48334296 (USE FORMAT 7 FOR FULLTEXT)

**C\*ATS Software Announces Co-Sponsorship of CreditMetrics**

PR Newswire, p0303NYTU061

March 3, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 638

... the methodology readily available industry-wide. More information about the methodology can be found at <http://www.jpmorgan.com>.

**CARMA**

CARMA is the only **commercial** software solution that provides integrated market, credit and liquidity risk **measurements**. Its high-**performance** risk engine, incorporating the fastest and most sophisticated

Monte Carlo simulations available, enables risk-related...

**17/3,K/93 (Item 49 from file: 16)**  
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05499914 Supplier Number: 48334161 (USE FORMAT 7 FOR FULLTEXT)  
**Siemens Claims Pentium II World Record On Celsius 1000 03/03/98**  
Newsbytes, pN/A  
March 3, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; General Trade  
Word Count: 291

... who aim at comparable benchmarking. The SPECint and SPECfp benchmarks are claimed to be the **performance measurements** for applications based on integer and floating point calculations respectively.

According to SPEC, the SPECint measurement is relevant for **commercial** applications and system software, while SPECfp is for technical and scientific applications.

Siemens Nixdorf's Web site is at <http://www.sni-epc.co.uk>.  
Reported by Newsbytes News Network, <http://www.newsbytes.com>.  
(19980303...)

**17/3,K/94 (Item 50 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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05248299 Supplier Number: 47999307 (USE FORMAT 7 FOR FULLTEXT)  
**TMP Worldwide's Online Career Center Selects NetGravity's AdServer Software.**  
Business Wire, p9231292  
Sept 23, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 583

... to more effectively target their online advertisements and Web pages and be able to accurately **track** and **audit** all **responses** to their online **advertisements**. And, as a result of OCC's recent partnership with MedSearch (<http://www.medsearch.com>), the Internet's first recruitment site dedicated solely to healthcare professionals, TAP...

**17/3,K/95 (Item 51 from file: 16)**  
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05236831 Supplier Number: 47984675 (USE FORMAT 7 FOR FULLTEXT)  
**NEWSFLASH: Morningstar.Net Joins Leading Sites Powered by NetGravity**  
PR Newswire, p916SFTU005  
Sept 16, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 399

... been providing comprehensive investment information to investors ever since. Visit Morningstar's Web Site at <http://www.morningstar.net>.

**About NetGravity**

NetGravity is the market leader in providing online **advertising** management solutions. NetGravity delivers a range of scalable solutions to manage advertising inventory, dynamically target ads, and reliably **measure ad performance** for Web sites and networks. The company's customer base is expanding rapidly worldwide and...

**17/3,K/96 (Item 52 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)  
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05190706 Supplier Number: 47920971

**DoubleClick Launches First International Web Advertising Network in Japan**

PR Newswire, p0819NYTU094

August 19, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1055

... TestIt!, a program designed for testing banner creative within 48 hours; Spotlight, a service for **tracking** user **activity** beyond the banner; and ClickBoosters, DoubleClick's proprietary intelligent marketing agent for automated placement of **banners** on those Web site pages most likely to generate the highest response rates.

About DoubleClick Inc.

DoubleClick Inc, (<http://www.doubleclick.net>) is the leading Internet **advertising** solutions company. Combining state-of-the-art technology and media expertise, DoubleClick successfully centralizes planning...

**17/3,K/97 (Item 53 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)  
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05180307 Supplier Number: 47905209 (USE FORMAT 7 FOR FULLTEXT)

**ONLINE AD NETWORK TARGETS WOMEN**

Media Daily, v4, n5, pN/A

August 12, 1997

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 128

... firm. MatchLogic will provide Women's Forum with centralized ad delivery, advanced targeting techniques and **measurement** of **ad performance** across multiple sites.

The Women's Forum Network launched with a dozen sites, including [Http://www.supermodel.com](http://www.supermodel.com); <http://www.weddinggallery.com>; <http://www.cuisinenet.com>; and <http://www.gardenescape.com>. Collectively, the participating...

**17/3,K/98 (Item 54 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

05080380 Supplier Number: 47457710 (USE FORMAT 7 FOR FULLTEXT)

**EAST & WEST COAST NET GROUPS ISSUE PRIVACY REPORTS**

Media Daily, v4, n5, pN/A

June 11, 1997  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 460

(USE FORMAT 7 FOR FULLTEXT)  
TEXT:  
...number of companies -- including AT&T, IBM, Netscape, Lands' End and CyberCash -- and the Internet **Advertising** Bureau (<http://www.iab.net>) said a survey of IAB members found strong support for the "cookie" technology that helps companies **monitor** Web site **visits** and customize content accordingly.

17/3,K/99 (Item 55 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

05010423 Supplier Number: 47358461 (USE FORMAT 7 FOR FULLTEXT)

**Intel's Pentium II gets \$20 mil intro**

Johnson, Bradley  
Advertising Age, p16  
May 5, 1997  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Tabloid; Trade  
Word Count: 485

... site ([www.intel.com](http://www.intel.com)).  
TESTING WEB RESPONSE  
In an intriguing test, Intel will use one **Web address** in print ads and another on **banner ads** to **measure** the **effectiveness** of each medium in driving traffic to the site.  
'When you talk about doing an...

17/3,K/100 (Item 56 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

04770175 Supplier Number: 47021568 (USE FORMAT 7 FOR FULLTEXT)

**K2 Design's CliqNow! Launches CLiqGolf Network.**

Business Wire, p01081179  
Jan 8, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 392

... services include Web Site design, creation and maintenance, Netmedia, its on-line media buying division, **Visitrac** Web Site **tracking** and consulting, and CliqNow!, its **advertising** packaging and network division. -0- Additional information about K2 Design is available on the Internet at <http://www.k2design.com>.

CONTACT: CliqNow! Sales Group  
Scott Paternoster, (212) 422-1696,  
[spaternoster@cliqnow.com...](mailto:spaternoster@cliqnow.com)

17/3,K/101 (Item 57 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

04662245 Supplier Number: 46861627 (USE FORMAT 7 FOR FULLTEXT)

**Site promotions get creative, or get ignored**

Advertising Age, pS26

Nov 4, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; Trade

Word Count: 825

... also produces a political site called AllPolitics (<http://www.allpolitics.com>). Both partners run house **ads** in the magazine and on the cable station to promote the site. An AllPolitics **banner** and **URL** have been featured prominently in CNN station IDs during the presidential race.

But unless **ads** and promotions are specifically targeted, it can be very difficult to **measure effectiveness** of cross-media promotions.

'This is not an area where anyone's doing a lot...

**17/3,K/102 (Item 58 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

04516483 Supplier Number: 46634722 (USE FORMAT 7 FOR FULLTEXT)

**CMP Media Inc. Announces Joint Venture Partnership With WebConnect**

PR Newswire, p816NYF009

August 16, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 706

... its state-of-the-art tracking and measuring tools. WebConnect delivers immediate online reporting to **advertisers**. By accessing a private, secure **URL**, **advertisers** can directly **monitor** the **effectiveness** of their campaign on their own PC -- any day, any time. This online reporting architecture... 

**17/3,K/103 (Item 59 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

04490067 Supplier Number: 46590913 (USE FORMAT 7 FOR FULLTEXT)

**Cowles New Media and BPA International Work Together to Introduce**

**Advertiser-Specific Audit.**

Business Wire, p08011234

August 1, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 413

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...specific audit that confirms ad impressions generated on the World Wide Web. The audit provides **advertisers** with independently verified and **audited** numbers of **visits** and click-throughs. Cowles' own Web site, Media Central (<http://www.mediacentral.com>), served as the Beta test site for the audit and creation of...

17/3,K/104 (Item 60 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

04486199 Supplier Number: 46586178 (USE FORMAT 7 FOR FULLTEXT)  
**Internet Software Update: Improved Security For Java Users**  
Newsbytes, pN/A  
July 31, 1996  
Language: English Record Type: Fulltext  
Document Type: Newswire; General Trade  
Word Count: 104

... system via Web browsers and the software warns of suspicious activity or security breaches and logs all applet activity . Current Version: 1.0 Supported OS: MS Windows 95, NT, Sun Solaris Software Type: commercial (\$29), demo version available online World Wide Web: <http://www.finjan.com/web.html>  
(19960731)

17/3,K/105 (Item 61 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

04423699 Supplier Number: 46490390 (USE FORMAT 7 FOR FULLTEXT)  
**BPA INTERNATIONAL TESTS AD-SPECIFIC AUDIT FOR COWLES' MEDIACENTRAL**  
PR Newswire, p0624NYM045  
June 24, 1996  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 315

(USE FORMAT 7 FOR FULLTEXT)  
TEXT:  
NEW YORK, June 24 /PRNewswire/ -- BPA International is conducting a test Web audit that confirms visits to specific advertisements on MediaCentral ( <http://www.mediacentral.com>), a site provided by Cowles Business Media.

17/3,K/106 (Item 62 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

04399086 Supplier Number: 46453326 (USE FORMAT 7 FOR FULLTEXT)  
**Enhanced services, partnerships attract users and advertisers; Search engines strive for mindshare**  
CommunicationsWeek, n610, pIA01  
June 10, 1996  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 1202

... capabilities; Novo Media develops branded consumer programming for advertisers via the Web. It has developed tracking software to evaluate responses to Web content.

Non-advertising model Digital's AltaVista, at <http://www.altavista.com>, does not sell advertising on its site or charge users for access, and has no plans to do so...

17/3,K/107 (Item 63 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

04335767 Supplier Number: 46358607 (USE FORMAT 7 FOR FULLTEXT)

**10 KEY APPOINTMENTS ANNOUNCED BY ZIFF-DAVIS INTERACTIVE MEDIA AND  
DEVELOPMENT GROUP**

PR Newswire, p0502NETH012

May 2, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 2274

... in-Chief of ZD Net. The award-winning ZD Net online service is the most **visited** source of **computing** news, buying information, and services on the World Wide Web (<http://www.zdnet.com>) and all the leading **commercial** online services. Each month, the **advertiser** -supported ZD Net Web site logs access by almost a million unique Internet domains, a...

17/3,K/108 (Item 64 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

04335763 Supplier Number: 46358603 (USE FORMAT 7 FOR FULLTEXT)

**ZIFF-DAVIS ANNOUNCES PROMOTION OF DAN FARBER TO VICE PRESIDENT AND  
EDITOR-IN-CHIEF OF ZD NET**

PR Newswire, p0502NETH035

May 2, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 538

... and company information.

The award-winning ZD Net brand of online services is the most **visited** source of **computing** news, buying information, and services on the World Wide Web (<http://www.zdnet.com>) and all the leading **commercial** online services. Each month, the **advertiser** -supported ZD Net Web site logs access by almost a million unique Internet domains, a...

17/3,K/109 (Item 65 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

04283301 Supplier Number: 46276844 (USE FORMAT 7 FOR FULLTEXT)

**FreeRide Looks To Everyday Products To Capture Elusive Consumer Market**

Electronic Marketplace Report, v10, n7, pN/A

April 2, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 656

... market consumers to make purchase decisions online.

FreeRide is a joint venture between New York **advertising** agency Mezzina/Brown, its new media subsidiary Mezzina/Brown Interactive and Reach Media LP, an interactive development company.

FreeRide (<http://www.freeride.com>) is designed more as a promotional

outlet than a transaction tool. FreeRide polls site **visitors** to determine what types of products they are most interested in. Users can choose among such listings...

17/3,K/110 (Item 66 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

04105627 Supplier Number: 45987034 (USE FORMAT 7 FOR FULLTEXT)  
**SILICON GRAPHICS EXPANDS DEVELOPER PROGRAM INCLUDING SERVICES FOR EMERGING INTERNET MARKETS**  
PR Newswire, p1204SJM007  
Dec 4, 1995  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 632

... Silicon Graphics' Developer Response Center at 800-770-3033 or through Silicon Graphics' home page <http://www.sgi.com/Support/DevProg>. Silicon Graphics, Inc. is a leading manufacturer of high- **performance** visual and **commercial computing** systems. The company delivers interactive three dimensional graphics, digital media and symmetric multiprocessing supercomputing technologies...

17/3,K/111 (Item 67 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

04072749 Supplier Number: 45930368 (USE FORMAT 7 FOR FULLTEXT)  
**RESPONDING TO THE DRINK LINE**  
Precision Marketing, pX  
Nov 13, 1995  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1027

... in line with the male bias of Internet users.  
This has led a raft of **advertisers** to add **site addresses** to their **commercials**. But it also creates a problem in **tracking response** - **visitors** to a site may have found it through an Internet link as much as from...

17/3,K/112 (Item 68 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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04053291 Supplier Number: 45896865 (USE FORMAT 7 FOR FULLTEXT)  
**STREAMS LAUNCHES LILYPAD, THE FIRST SERVICE TO ASSESS RESPONSE TO INTERNET MEDIA PLACEMENTS**  
PR Newswire, p1030CL042  
Oct 30, 1995  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 538

... Research Foundation Interactive Media Research Summit earlier this month, "We feel that the ability to **measure response** is the second

Internet marketing deliverable. **Advertisers** and marketers can utilize Lilypad data much as they would analyze response to particular 800 numbers; determining which ( **hyperlinks** ) pulled the most responses, or which led to the most sales last month."

The system...

17/3,K/113 (Item 1 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

13698468 SUPPLIER NUMBER: 75262280 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Website-generated Market-research Data. (Company Business and Marketing)**  
Murphy, Jamie; Hofacker, Charles F.; Bennett, Michelle  
Cornell Hotel & Restaurant Administration Quarterly, 42, 1, 82  
Feb, 2001  
ISSN: 0010-8804 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 6681 LINE COUNT: 00571

... be used to test the effectiveness of opt-in e-mail, (43) print, and televised advertising campaigns. Various campaigns would use a unique URL to track responses to the corresponding campaign. Marketers could track clicks on specific URLs and thereby deduce which...

17/3,K/114 (Item 2 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

12377982 SUPPLIER NUMBER: 63326226 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**WHAT EVERY AUDITOR NEEDS TO KNOW ABOUT e-commerce.**  
ATTAWAY SR., MORRIS C.  
Internal Auditor, 57, 3, 56  
June, 2000  
ISSN: 0020-5745 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 2893 LINE COUNT: 00251

... the auditor should verify that the organization leverages its e-commerce investment through sound promotional activities . The auditor should confirm that promotional efforts include, at the least, putting the organization's Web address on all promotional literature and advertising in newspapers, trade publications, and magazines. The organization should also be listed on all leading...

17/3,K/115 (Item 3 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

12316678 SUPPLIER NUMBER: 63299606 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Terminal Velocity. (increasing number of truck stops with Internet terminals)**  
Greenberg, Karl  
ADWEEK Eastern Edition, 41, 26, 56  
June 26, 2000  
ISSN: 0199-2864 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1659 LINE COUNT: 00132

... owners can use the GVIS to accurately track all revenues per terminal, monitor all usage, track the URL 's visited by users and

**monitor** clickthrough navigation.

Catalena of Net Near U says he can target **ads** to a community as well as to a location profile. "To truck stops, for instance..."

17/3,K/116 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

10563155 SUPPLIER NUMBER: 21232903 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**TV now a toll-free medium: Response Marketing Group study shows that nearly 25% of all ads call for a response.**  
Levey, Richard H.  
Direct, v10, n14, p32(1)  
Oct 15, 1998  
ISSN: 1046-4174 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 241 LINE COUNT: 00022

The study also found that 19% of TV **commercials** contain a World Wide **Web address**, and overall, 37 % of **commercials** feature either a toll-free number, an **Internet address** or both.

**Response** Marketing Group **monitored** the major networks for five weeks, analyzing 4,654 commercials aired during 170 hours of evening news, prime-time, sports and morning programming.

Regarding the...

17/3,K/117 (Item 5 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

10459845 SUPPLIER NUMBER: 21128863 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**You can make your database fit your client-server environment. (Buyers Guide)**  
McCormick, John  
Government Computer News, v17, n29, p66(1)  
Sept 7, 1998  
DOCUMENT TYPE: Buyers Guide ISSN: 0738-4300 LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 1380 LINE COUNT: 00122

... com  
Adaptive Server Anywhere replaces SQL Anywhere and is best suited to mobile and workgroup **computing**. Symmetric multiprocessing improves **performance** for large data sets.

Adaptive Server IQ is for high-performance data analysis and provides fast **ad hoc** query performance.

Tache Group Inc.  
1901 5. Harbor City Blvd.  
Melbourne, Fla. 32901  
tel. 407-768-6050  
<http://www.tachegroup.com>  
CQL++ ANSI is a SQL implementation with ODBC extensions and B-tree...

17/3,K/118 (Item 6 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

10425970 SUPPLIER NUMBER: 21067687 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Key advertisers ally to improve marketing. (the newly formed Fast Forward group will devise meaningful ways to measure Web ad effectiveness and improve consumer acceptance of Web ads , including addressing online privacy and security concerns) (Internet/Web/Online Service Information)**

Machlis, Sharon

Computerworld, v32, n34, p4(1)

August 24, 1998

ISSN: 0010-4841 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 359 LINE COUNT: 00031

**...ally to improve marketing. (the newly formed Fast Forward group will devise meaningful ways to measure Web ad effectiveness and improve consumer acceptance of Web ads , including addressing online privacy and security concerns) (Internet/Web/Online Service Information)**

**17/3,K/119 (Item 7 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2004 The Gale Group. All rts. reserv.

10406296 SUPPLIER NUMBER: 21031195 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**CASIE updates principles of interactive media measurement. (Coalition for Advertising Supported Information and Entertainment)**

DeSalvo, Kathy

SHOOT, v39, n27, p11(1)

July 3, 1998

ISSN: 1074-5297 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 681 LINE COUNT: 00057

... used by advertisers and their agencies to make interactive buying decisions as well as to **measure** the **effectiveness** of the interactive advertising once it has run.

The full text of the third edition of the CASIE guidelines can be viewed at <http://www.casie.org> (along with previous editions of guidelines). Many of the 13 principles are...

**17/3,K/120 (Item 8 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

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10213835 SUPPLIER NUMBER: 20621115 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**TEST CENTER RX. (Security tools can track both intrusions and scans on your network) (Question and Answer) (Column)**

Wonnacott, Laura

InfoWorld, v20, n20, p50(1)

May 18, 1998

DOCUMENT TYPE: Column ISSN: 0199-6649 LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 619 LINE COUNT: 00053

... a few recommendations. First, check out Asmodeus' Security Scanner, which was recently acquired by WebTrends (<http://www.webtrends.com/wss>). The product will eventually be named WebTrends Security Scanner. It will remain shareware until a full **commercial** product is made available, so now may be a great time to try it out. Asmodeus will **monitor** port **activity** and may uncover some basic vulnerabilities.

In order to know when different ports are being...

17/3,K/121 (Item 9 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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10077127 SUPPLIER NUMBER: 20401759 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Executive Suite: DoubleClick Names Two Executives to Senior Management. (appointments of Robert Linsky and Jonathan Shapiro) (Company Operations)**  
EDGE: Work-Group Computing Report, v8, n7, p35(1)  
March 16, 1998  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 376 LINE COUNT: 00037

... Boston University, where he also earned his MS and BS degrees in Engineering.

DoubleClick, Inc. (<http://www.doubleclick.net>) is a leading provider of comprehensive Internet advertising solutions for advertisers and Web publishers. The Company's technology and media expertise enable it to dynamically deliver highly targeted, measurable and cost-effective Internet advertising for marketers and to increase ad sales and improve ad space inventory management...

17/3,K/122 (Item 10 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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09988638 SUPPLIER NUMBER: 20182817 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**InterVU Signs Strategic Agreement with Narrative to Provide Management and Hosting Services for Enliven.**  
Business Wire, p1281088  
Jan 28, 1998  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1017 LINE COUNT: 00097

... InterVU can immediately begin offering its customers, starting with Volvo, one-stop access to more effective, interactive and measurable advertising campaigns on the Web through Enliven. More information on the Enliven Web advertising solution can be found on Narrative's Web site at <http://www.narrative.com>.

"Our goal is to make it very easy for advertisers and ad agencies to deploy and manage multimedia-rich advertisements that push the state of Internet advertising..."

17/3,K/123 (Item 11 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

09987689 SUPPLIER NUMBER: 20181777 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**DoubleClick DART Enhanced With Robust Demographic Targeting**  
PR Newswire, p122NYTH074  
Jan 22, 1998  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 387 LINE COUNT: 00040

... its introduction last fall, DoubleClick DART technology has been used to serve over a billion ads. The new DART capabilities are immediately available to new and existing DART customers.

About DoubleClick, Inc.

DoubleClick, Inc. (<http://www.doubleclick.net>) is a leading provider of comprehensive Internet **advertising** solutions for **advertisers** and Web publishers. The Company's technology and media expertise enable it to dynamically deliver highly targeted, **measurable** and cost-**effective** Internet advertising for advertisers and to increase ad sales and improve ad space inventory management...

17/3,K/124 (Item 12 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

09651779 SUPPLIER NUMBER: 18931088 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Easy, inexpensive image handling for high res, exacting images.**  
Nelson, Lee J.  
Advanced Imaging, v11, n11, p65(3)  
Nov, 1996  
ISSN: 1042-0711 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1482 LINE COUNT: 00126

... by September '97.

As work proceeds on TFG, IFS is simultaneously molding OpenELT into a **commercial** endeavor, the Company's Environmental Resource Management Applications (ERMA) software.

**Addressing** the **Web** and more...

There's much ongoing **activity** at Century **Computing** centered around continued development of OpenELT features and capabilities. The plans to release new versions...

17/3,K/125 (Item 13 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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09137224 SUPPLIER NUMBER: 18862151 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Make your page a beacon for sailors on Internet ocean.(The View from Inside) (Internet/Web/Online Service Information) (Column)**  
Houser, Walter R.  
Government Computer News, v15, n28, p25(1)  
Nov 4, 1996  
DOCUMENT TYPE: Column ISSN: 0738-4300 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 844 LINE COUNT: 00068

... and ask their owners to link to your site. Of course, put your e-mail **address** and **Web URLs** on your business cards, magazine **ads**, brochures, posters and other **advertising**.

Be sure to collect statistics before and after your marketing campaign. A Web page **visit** counter is one **measurement** approach.

For more tips, visit Goldstein's site. His e-mail address is dcbiker@goldray...

17/3,K/126 (Item 14 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

09053541 SUPPLIER NUMBER: 18736461 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Marketing communication and the world wide web. (opportunities of internet**

**marketing described)**  
Berthon, Pierre  
Business Horizons, v39, n5, p24(9)  
Sep-Oct, 1996  
ISSN: 0007-6813 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 6785 LINE COUNT: 00555

... the firm's Web site. In this stage the awareness efficiency of the site is measured to determine how effectively the company is able to make surfers aware of its presence. Advertisers and marketers can employ reasonably common and well-known awareness generating techniques that include placing the Web site address in all advertising and publicity, on product packaging, and on other corporate communication materials, such as letterheads, business...

**17/3,K/127 (Item 15 from file: 148)**  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
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08976446 SUPPLIER NUMBER: 18650965 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Pricing without precedent. (Internet advertising needs a solid pricing strategy) (Peer Review Help Files: guest column) (Industry Trend or Event) (Column)**  
Carpenter, Phil  
Marketing Computers, v16, n9, p60(1)  
Sep, 1996  
DOCUMENT TYPE: Column ISSN: 0895-5697 LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 692 LINE COUNT: 00057

... web can excel. In the words of Ariel Poler, chairman of tools vendor I/PRO (<http://www.ipro.com>), "Measurability is what makes the web so valuable. Measurement is intrinsically tied to the value of advertising on the web." While you may decide to measure site activity using homegrown systems, a wiser move may be to invest in software such as I...

**17/3,K/128 (Item 16 from file: 148)**  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
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08779824 SUPPLIER NUMBER: 18361001 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Evaluating I-Net toolkits. (Paradigm Shift) (Internet/Web/Online Service Information) (Column)**  
Sarna, David E. Y.; Febish, George J.  
Datamation, v42, n9, p23(2)  
May 1, 1996  
DOCUMENT TYPE: Column ISSN: 0011-6963 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1595 LINE COUNT: 00129

... Anything less than the product of the two, and you're in the money. If advertising awareness is your goal, then a traffic-monitoring service like WebTrack (<http://www.webtrack.com>) can help you sell advertising, buy advertising, or justify your own costs.  
Bottom line: Good tools are now available; the days of...

**17/3,K/129 (Item 17 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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08744335 SUPPLIER NUMBER: 18383560 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Search engines strive for mindshare. (Internet search engines) (includes a related article on IBM's InfoMarket) (Interactive Age supplement) (Internet/Web/Online Service Information)**

Wilde, Candee

CommunicationsWeek, n614, pS1(2)

June 10, 1996

ISSN: 0746-8121 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1548 LINE COUNT: 00131

... capabilities; Novo Media develops branded consumer programming for advertisers via the Web. It has developed **tracking** software to evaluate **responses** to Web content.

Non- **advertising** model Digital's AltaVista, at <http://www.altavista.com>, does not sell **advertising** on its site or charge users for access, and has no plans to do so...

**17/3,K/130 (Item 18 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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08597562 SUPPLIER NUMBER: 18194347 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The World Wide Web as an advertising medium: toward an understanding of conversion efficiency. (60th Anniversary Issue: Managing Research for 21st Century Decisions)**

Berthon, Pierre; Pitt, Leyland F.; Watson, Richard T.

Journal of Advertising Research, v36, n1, p43(12)

Jan-Feb, 1996

ISSN: 0021-8499 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 7100 LINE COUNT: 00570

... site. This describes the awareness efficiency ((Eta).sub.0)) of the Web site. The awareness **efficiency** measures how **effectively** the organization is able to make surfers aware of its Web site. **Advertisers** and marketers can employ reasonably common and well-known awareness generating techniques to affect this, such as including the **Web site address** in all **advertising** and publicity, on product packaging and other corporate communication materials, such as letterheads, business cards...

**17/3,K/131 (Item 19 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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08398904 SUPPLIER NUMBER: 17917202 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The Web: open for business. (World Wide Web) (includes related articles on business tips, products using credit cards) (Technology Information) (Cover Story)**

McCarthy, Vance

Datamation, v41, n22, p30(5)

Dec 1, 1995

DOCUMENT TYPE: Cover Story ISSN: 1062-8363 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 3949 LINE COUNT: 00314

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processing and high- performance computing in financial and commercial applications. Go to: [http ://www.lpac.ac.uk/](http://www.lpac.ac.uk/)  
Security Software/Protocols provide standard environments for encoding schemes that protect...